

What do you know about accessible design products?



Let's find them in town!

When you come to the middle of this booklet, please read from the opposite side. ➡

What do you know about accessible design products?



Let's find them at home!

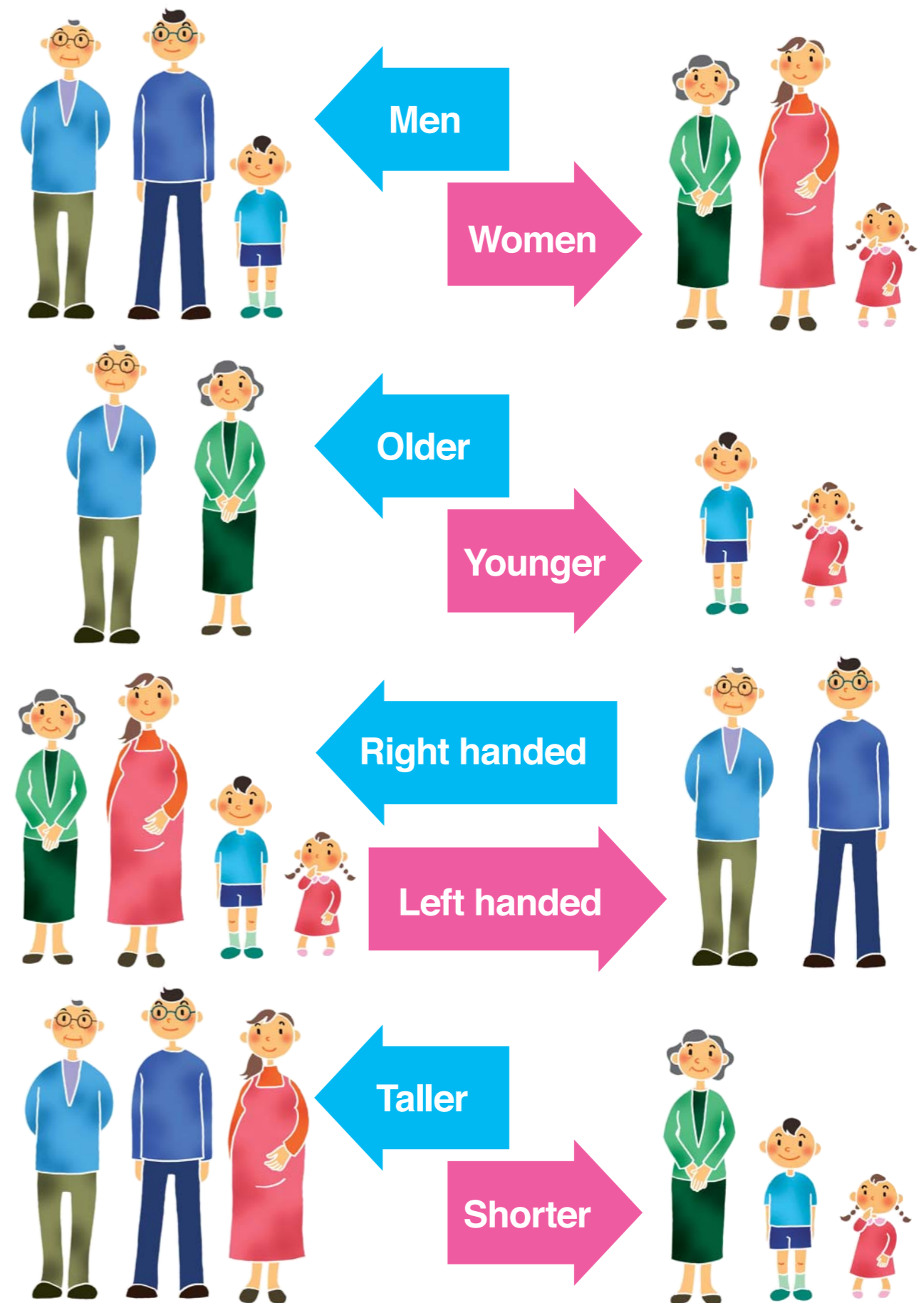
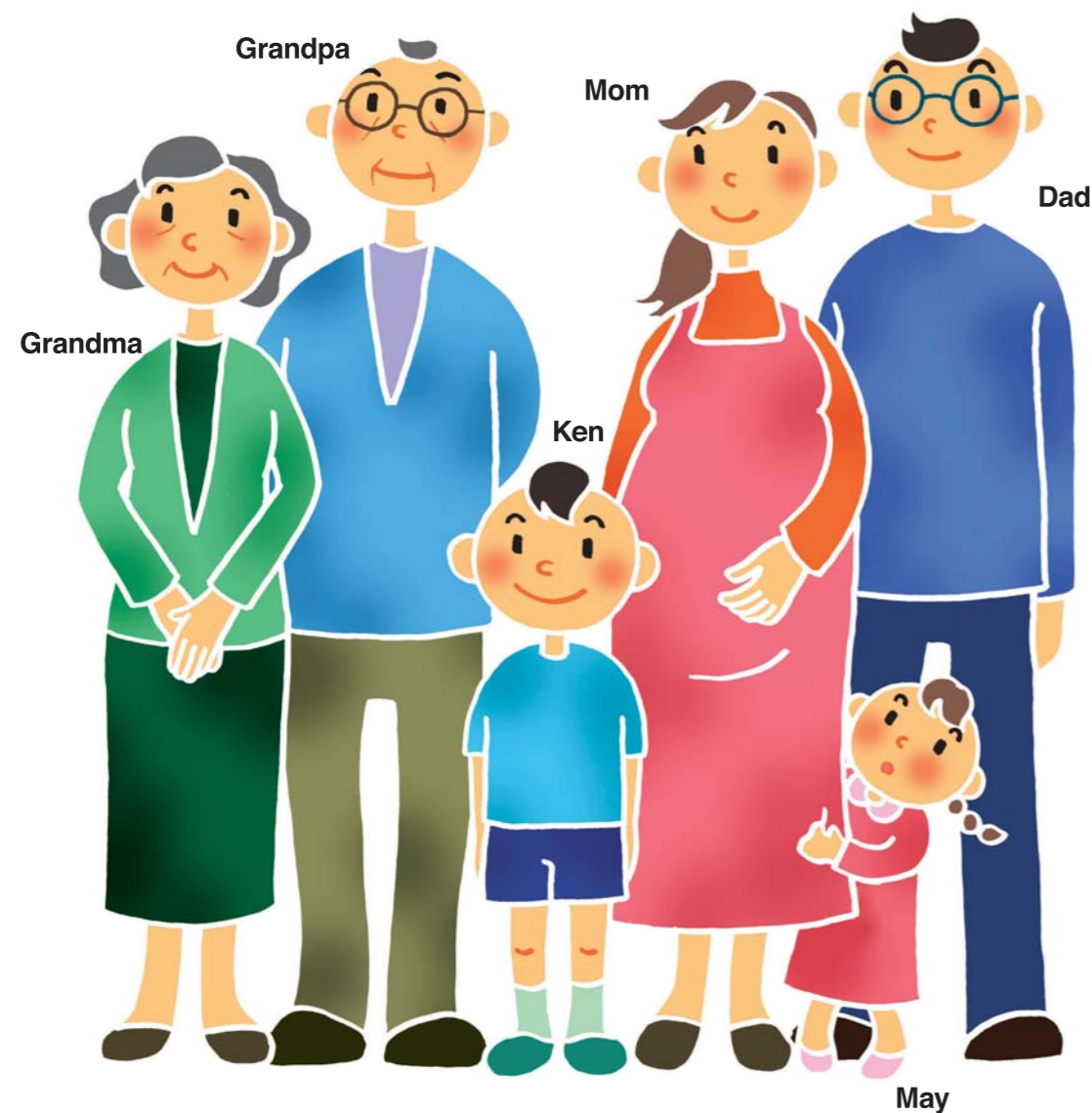
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Even in a family, each member is unique and different.

Look at Ken's family. There are six people: grandpa, grandma, mom, dad, Ken, and little sister May. Ken's mom is expecting a baby.

You can see that each person in the family is unique and has different characteristics.

It is very important to be aware of the differences when you think about why we need accessible design products and services.



For parents and teachers

This booklet can be read from either side. When you start from this side, the focus is on the fact that people without disabilities also have various characteristics and that the society is consist of these people. When you read from the opposite side, the focus is on inconveniences which persons with disabilities encounter in their daily lives. In the middle of the booklet, the purpose of accessible design is explained.

Each member of Ken's family experiences some difficulties at home.

As all of them are different, their problems are also different. What kind of difficulties do they experience at home? With small ideas, we may be able to solve them.

Mom



She is expecting a baby and has a bigger belly.

It's difficult to look down and scary to go down the steps.

Ken and May



They are not tall enough.

It's difficult to reach for the items in high places.

They cannot open their eyes while washing hair.

They sometimes take the conditioner bottle for the shampoo bottle.

Grandpa and grandma



Their grips are getting weaker.

It's difficult to open containers.



They have a hearing problem.

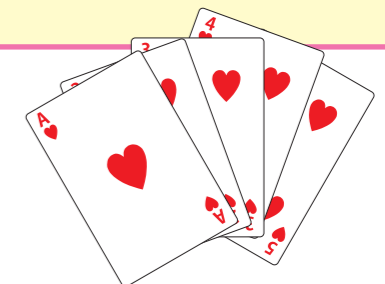
It's difficult to enjoy TV programs.

Dad



He is left-handed.

It's hard to play cards: the spots on the cards are not visible when left handed people hold the ordinary cards.



For parents and teachers

Inconveniences of each family member are pointed here. Please guide children so that they can understand what is all right for some people might cause difficulties to others. This is the starting point of accessible design.

Now that we know people around us experience various difficulties in their daily lives, let's think about what we can do about them.

There are various people in the community: children, older persons, persons with disabilities etc. All of us use various products and services in daily life. However, not all of them are convenient or usable. Let's share our problems, compassion and ideas to make things better.



Ordinary products we usually use are called general products in this booklet.

General products

Assistive products

Items produced specifically for persons with disabilities and/or for persons who need special care are called assistive products in this booklet.

Here are some examples of accessible design products.

You can find many of them around you.
Let's see how the products are made "accessible".

Easy-to-open containers

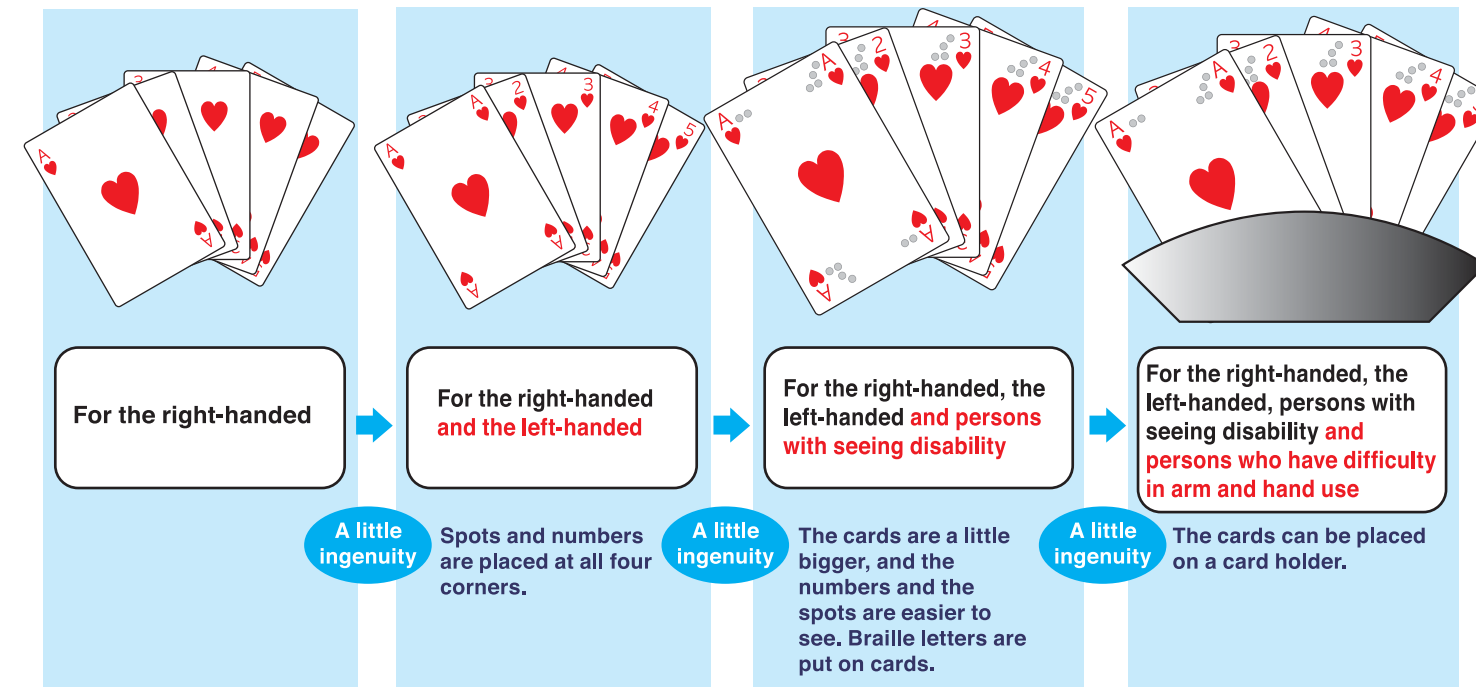
They are good for persons with weaker grips.

Containers distinguishable by touch

There is a small cutout on top of shampoo bottles and milk cartons.



With accessible cards, all of us can play together!



When many ideas are brought together, general products and assistive products can be made more accessible and enjoyable.

Let's combine many people's ideas and compassion toward others, and make general products and assistive products more convenient for everyone. These convenient products are called accessible design products.

It would be great if accessible design products are much more common by the time you grow up.

Let's foster awareness of accessible design products and services.

With your efforts and ingenuities, we can expand a world of accessible design. Let's share the value of accessible design with people out there.

For persons with hearing disability, seeing disability and persons who cannot read

Information and guidance presented by audio and pictures, along with written signs.



For persons with hearing disability and people with weakening hearing like Ken's grandpa

TV programs with closed captioning



For persons with hearing disability They are also good in places where you are not supposed to talk.

Cell phone text-messaging and vibration function to notify incoming calls



For shorter persons and persons using a wheelchair

Lower counters in the post office and banks



For people who are afraid of stairs such as Ken's mom and people using a wheelchair

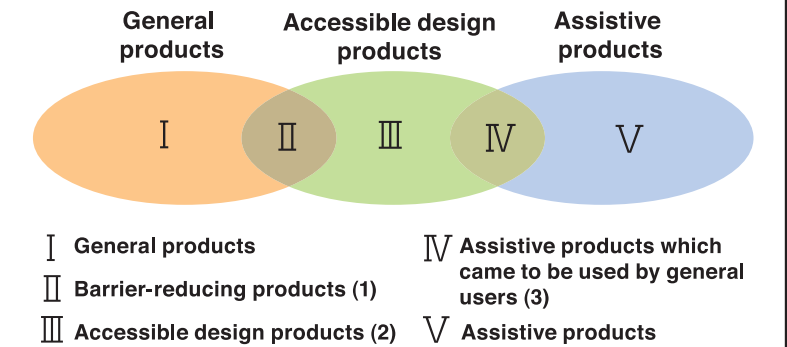
Gentle ramps at the station and other buildings



For teachers and parents:

Accessible design products and services are defined in Japan as "products, facilities, and services that the widest range of people can easily use regardless of their disabilities". The following three designs are included in the concept of accessible design in the broad sense.

- (1) Barrier-reducing design to alleviate inconveniences of general products
- (2) Accessible design to improve usability for the widest range of users
- (3) Generalized design which was originally employed for assistive products



The Accessible Design Foundation of Japan is a public-interest corporation founded in 1999 as a successor of a civil activity "E&C Project" which started in 1991. The Foundation has carried out multidirectional activities including conducting inconvenience surveys and offering suggestions in order to develop and disseminate accessible design products and services. This booklet is one of our dissemination projects. This booklet was produced with generous assistance of the Foundation for the Advancement of Juvenile Education in Japan.

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This booklet is produced with consideration relating font types and color contrasts so that many people can enjoy the content.

Inconveniences which persons with disabilities face in everyday life

It may not be easy for those of you without disabilities to recognize them, but there are many difficulties for persons with disabilities. Things that are easy for you may not be the same for other people.

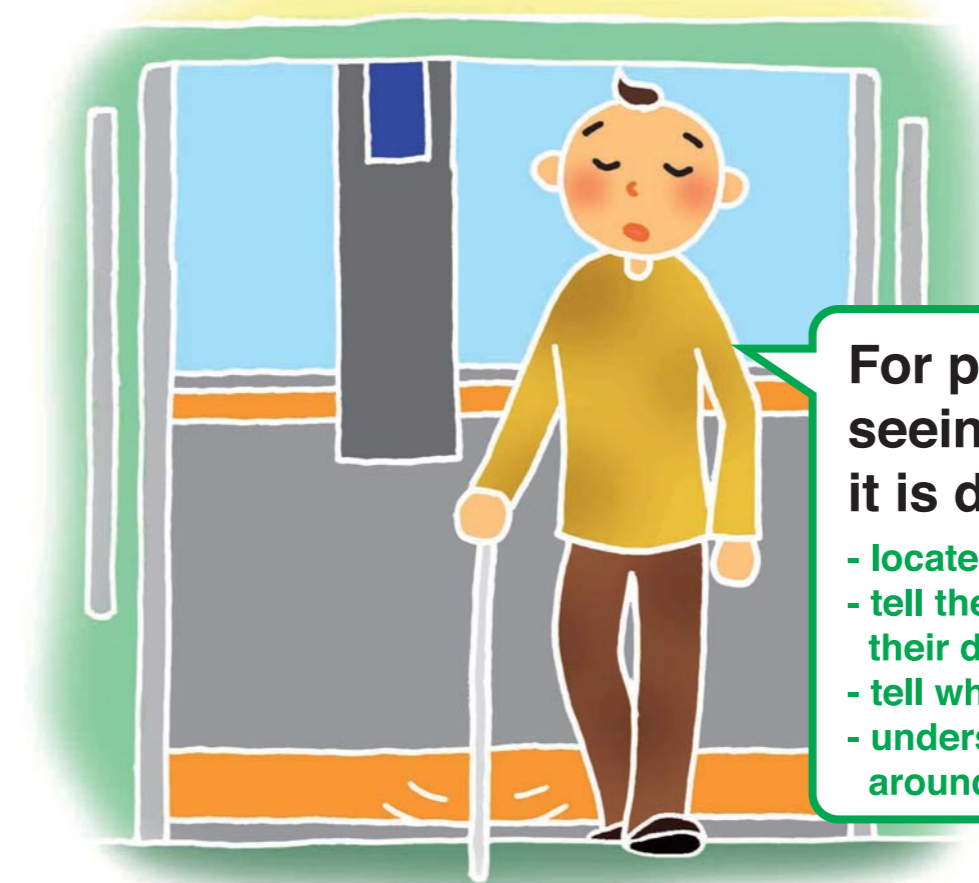
If you understand the problems they experience, then let's think about how we could solve them.

It would be great if products and transportation can be made more accessible for everyone.



For persons using a wheelchair it is difficult to...

- move when there are obstacles in their way.
- adopt an extreme position.
- reach for items in high places.

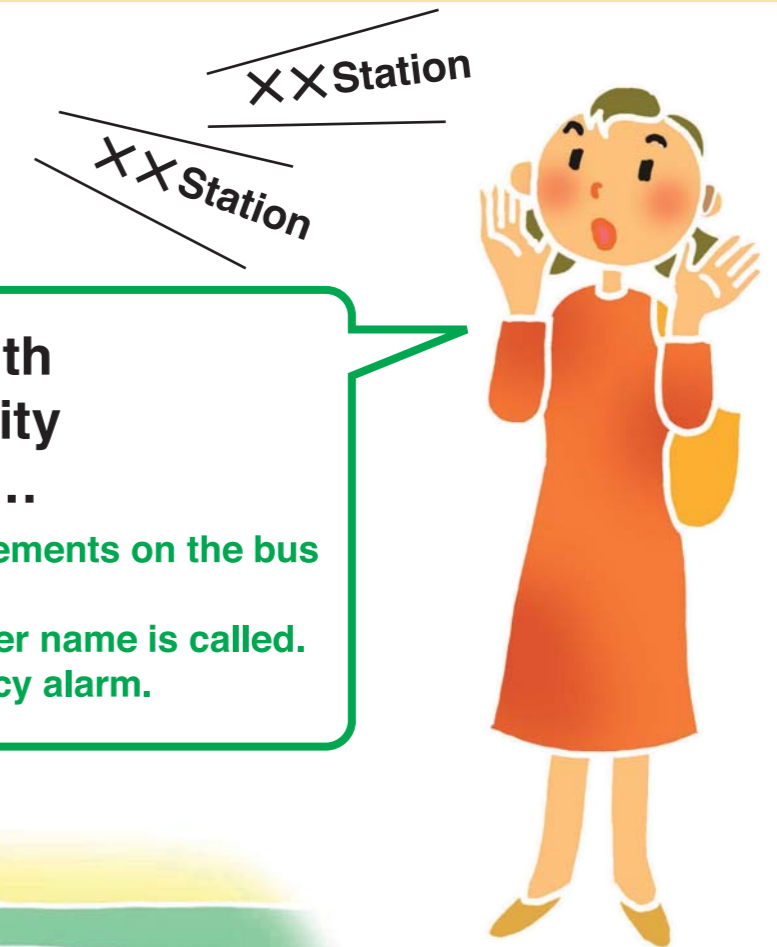


For persons with seeing disability it is difficult to...

- locate an object.
- tell the direction and the way to their destination.
- tell what an object looks like.
- understand what is going on around them.

For parents and teachers

Inconveniences of persons with a disability are pointed here. Understanding other people's difficulties is the key element of accessible design products and services usable by the widest range of people. Please guide children so that they can understand and be considerate of other people.



For persons with hearing disability it is difficult to...

- notice the announcements on the bus and train.
- know when his or her name is called.
- notice the emergency alarm.

In town you can see persons with various disabilities.

In town you can see persons with various disabilities.

Ken and his little sister May were going out shopping with their mom, Yoko, who is expecting a baby.

When they got on the train, people saw mom's big belly and offered their seats.

At the next station, a man holding a white cane got on the train. Mom told Ken and May that the man with the white cane had a problem in seeing things. So Ken and May went up to him to help finding a vacant seat.

By the way, what kind of difficulties do people with disabilities experience?



Persons with disability in their lower bodies

Some of them use a wheelchair.



Persons with hearing disability

Some of them wear a hearing aid, and some others speak using hands (sign language).



Persons with seeing disability

They often use a white cane.

For parents and teachers

This booklet can be read from either side. When you start from this side, the focus is on inconveniences which persons with disabilities encounter in their daily lives. When you read from the opposite side, the focus is on the fact that people have various characteristics regardless of disabilities and that the society is consist of these people. In the middle of the booklet, the importance of accessible design is explained.